

ABSTRACT

The invention is a method of encouraging re-patronage by consumers by providing a decorative article and then offering decorative adornments at different associated business locations. Each business location offers a unique adornment in exchange for the customers patronage. After the customer patronizes a number of different business locations, he or she is able to create a commemorative item or souvenir. Another feature of the invention is a method of gleaning information from the existing article and adornments when an adornment is received from a subsequent location and then using that information for marketing analysis purposes.

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